

Media Release
Be Conscious of Colour

Colour Spirit™ was recently launched earlier this year to a barrage of at the Fashion Exposed trade exhibition in Melbourne, Australia. **Colour Spirit™** is a new accessory, garment and lifestyle concept constructed by mother and daughter, Carol and Rachel Hanlon. **Colour Spirit™** has evolved to better showcase the immense passion and respect the pair have for the use of colour in the world we live today.

The **Colour Spirit™** story starts with a series of practical and inspiring scarves, wraps and throw-overs, featuring multi layering choices that translate over the many shades and hues possible over a series of seven main colours of red, orange, yellow, green, aqua, blue and purple. These specially selected colours will make up the key components of this interesting concept, that incorporates garments, shoes, bags and books just to name a few. Colours were selected for their specific healing attributes associated with the seven chakra colours. Textures and attention to detail is important in this visually stimulating range, with garments translating into an easy wear 'attitude' category, with comfort playing a major factor. The plain co-ordinates will cover a variety of fabric weights from georgettes, knits and cotton voiles and will be developed to form the canvas upon which to tie, drape and mix the scarves, wraps and shawls and accessories together.

"Colour plays such an important part in our daily lives, whether it is what we wear, the colour or décor of our home, the colour of the food we eat or drink, everything around us translates into colour whether that be sounds, flower essences or mother earth itself with precious gems or stones" says Carol who was a well known east coast Australian designer of her own fashion label in the 70's-90's. Dressing in her own unique style, Carol was constantly being asked by strangers where they could also get her striking and unusual style of multi colour layering and it was only after Carol enrolled in a diploma course in Colour Therapy that the seed was sown and this connection and passion was ignited during the recent travels of Rachel and Carol through North China and India.

Rachel is an award winning artist and illustrator and will develop the Colour Spirit stationery and products range with requests for individual artworks already being received. The **Colour Spirit™** product range also features a unique and colourful range of Chinese inspired feng shui items that will add a further dimension to this holistic fashion and accessory label with this new and exciting concept.

Son Luke Hanlon is currently developing his surf and street wear graphics range together with his passion to develop a unique furniture collection and children's wear will surely follow with another generation waiting in the wings, grand daughter Bethany Hanlon-Clement already an experienced young model with over 100 fashion shows to her credit before her 9th birthday has already been on her designers sketchpad.

Colour Spirit™ will be located at the Australian Designer Showcase Exhibition Stand Q2 at Fashion Exposed and will also be available for private showings or appointments.

This November **Colour Spirit™** will be showcasing their garments and products at the Conscious Living Expo as part of the Australian Designer Showcase project. The Conscious Living Expo is Australia's most prestigious event for the body, mind and soul. The Australian Designer Showcase will have a emphasis on natural fibres covering an array of unique and original designs including daywear, accessories, jewellery, scarves, shawls and unique handcrafted items which will particularly appeal to all those that are conscious of what they wear.

Colour Spirit™ will be located at the Australian Designer Showcase Stand at the Conscious Living Festival from the 4th to 7th November at The Robinson Pavilion, Showground Exhibition Centre, Claremont, Western Australia.

Australian Designer Showcase is co-ordinated by the Textile Clothing Footwear Resource Centre of WA Inc (TCF WA), Belmont BEC and is supported by New Age Modelling, Business & Professional Women of WA and Conscious Living Exhibition.

For more details on Colour Spirit™ contact:

Media Contact: Rachel Hanlon
Phone: 08 9277 1607 Fax: 08 9277 1607 Mobile: 0417 963 163
email: rachel@colourspirit.com
www.colourspirit.com.au

For further information on designers participating at Conscious Living view
www.tcfwa.com/consciousliving2004.html

Media Contact: Carol Hanlon Ph: 08 9479 3777 Mobile: 0417 963 231 email: info@tcfwa.com
For further information on Belmont BEC and its projects visit the web site at www.belmontbec.com
For further information on TCFWA and its projects visit the web site at www.tcfwa.com